



Scaling Green Business: SME Growth

An interactive 9-week practical training programme, providing expert support for SMEs and innovators building the future of green businesses.

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Equipping SMEs and Founders to Scale Sustainably

Sustainability is at the heart of the West of England's vision for a low-carbon, innovation-led economy. From eco-conscious clothing brands to service-based organisations reducing their environmental impact, SMEs that embed sustainability into their operations are not only helping to tackle the climate crisis — they're also creating jobs, attracting investment, and shaping the future of our region's economy.



But while many of these businesses are thriving in their early stages, scaling sustainably brings new and complex challenges. Growth demands more than a great product or service — it requires strong leadership, strategic clarity, and systems that can scale without compromising values

Equipping Green Tech Founders to Lead Sustainable Scale

Our exciting partnership between UWE Bristol and Sustainable Ventures brings together expertise from both academia and industry engagement, offering strategic mentorship, peer learning, and practical tools tailored to the realities of high-growth, climate-focused businesses.



Our 9-week, 90%-funded programme

Backed by a track record of delivering impactful SME support, our approach ensures participants leave with not only new knowledge—but the confidence and capability to lead scalable change, while driving meaningful environmental impact and shaping a greener, more resilient West of England region.

Who we are

UWE Bristol



UWE Bristol is a leading university with a strong reputation for delivering practical, business-focused education and support. We collaborate closely with industry to design training that meets real-world needs — helping organisations build leadership, resilience, and the skills needed to grow in a changing economy.

With specialist expertise in sustainability, innovation, and enterprise, we support SMEs to embed sustainable practices and drive long-term impact. Businesses can also tap into our student and graduate talent through internships, placements, and recruitment — bringing fresh ideas and future-ready skills into their teams.

Sustainable Ventures



Sustainable Ventures are the UK's leading investor in early-stage Climate Tech, with over 50 investments, and the largest hub of sustainable organisations in Europe, propelling 1000+ cleantech startups toward success.

Their Corporate Innovation team brings together leading corporate businesses looking for sustainability solutions with green SMEs ready to scale. With expert guidance, access to thousands of high-growth startups across their ecosystem, and proven engagement models, Sustainable Ventures enable businesses to build impactful partnerships for a lasting competitive edge in the transition to a greener future.

They also provide sustainable investment tailored to individual businesses, working closely to provide bespoke 1:1 support, to accelerate growth through different funding streams.

Who is it for?

This course is ideally designed for:

The Individual:

- Founders/Business owners
- Senior managers
- Decision makers
- Department Leads who understand full business
- Aspiring senior managers - team members or those looking to move into a senior position
- Entrepreneurs

The Business:

- Businesses with up to 50 employees
- Annual turnover of up to £44m
- From all sectors, but have a focus in operating and growing sustainably
- Based in Bristol, South Gloucestershire, Bath and Northeast Somerset, North Somerset



Benefits to you as an individual

- Strengthen your leadership and business skills to confidently guide your business through growth and change
- Build practical knowledge in sales, marketing, HR, and strategy that you can apply immediately
- Learn how to structure and scale your business sustainably while staying aligned to your 'green' mission
- Grow your peer network through collaboration and shared learning with other business leaders and ecosystem contacts
- Access to specialist 1:1 expertise to provide practical advice on the challenges and opportunities that matter most to your business

Benefits to the business

- Equip your leadership team with the skills needed to scale effectively and responsibly
- Accelerate business growth through improved strategic planning and operational systems
- Retain talent by investing in leadership development and management training
- Gain access to tools, frameworks, and mentoring that can be embedded into your wider organisation
- Strengthen your business's role in the green tech ecosystem and increase visibility for investment and partnerships
-

What will I learn?

Through our Skills Bootcamp, you will build the core skills to scale your business with a sustainable focus. During the programme you will:

- Define and review the **purpose** of your business
- Analyse your business to understand where and how to **compete in the market and the industry** in which your business operates
- Scrutinise your business's cash flow to identify the **right sources of funding** to help your business grow
- Identify your customer and value proposition to optimise your **Business Model**
- Determine what steps you need to take to recruit, develop and retain a **high performing team**
- Develop and prepare a comprehensive **Growth Plan** for your business.

Programme Structure

Live sessions

The programme is delivered through a mixture of nine online and in-person tutor-led interactive sessions, which will walk you through the different aspects of managing growth and provide you with tools and techniques to implement immediately into your business.

Mentorship and 1:1 support

You'll have access to mentorship from our delivery experts to provide a space to discuss personal experiences and learning as you utilise your new skills and evaluate their impact. Additionally, our Skills Bootcamp Team will be there to support you throughout the programme.

Building your network

The programme allows you to build a network of likeminded business contacts to grow your connections, explore collaboration opportunities, and learn from best practice and previous successes. You'll also gain opportunities to connect with individuals from across the ecosystem to build a wider community of innovation and support for your business.

Support post programme

Your journey with us doesn't stop after your final session, you'll be able to continue to access support from both UWE Bristol and Sustainable Ventures from events, student internships and placements, funding opportunities, free day guest pass and advice and guidance.

1:1 Expert Advice Session

As part of the programme, every learner has the opportunity to book a **30-minute one-to-one** session with an expert from **Sustainable Ventures**. These tailored sessions are designed to give you focused, **practical advice on the challenges and opportunities** that matter most to your business, whether that's scaling your marketing, accessing funding, or navigating the sustainability landscape. It's your chance to tap into the knowledge of industry specialists and get **personalised guidance** that you can put into action straight away.



Session Outline

Session 1

IN-PERSON

Onboarding, introduction, course overview, learning objectives:

In this introductory session, you'll meet your fellow learners, get familiar with the programme structure, and explore how the Skills Bootcamp will support your business growth journey. We'll run through the key programme objectives and set shared expectations. We'll discuss themes like imposter syndrome and personal growth, as this session marks the start of your personal development planning, as we begin to tailor your support.



Session 2

ONLINE

Sales and Marketing Management: Entering new markets and growing sales Market expansion strategies and prioritisation (part 1)

This session explores how to identify and prioritise new market opportunities to support business growth. You'll learn how to refine your value proposition for different customer segments, assess competitor positioning, and adapt messaging through story telling for diverse audiences. By the end of the session, you'll have a clearer picture of where your product or service fits with its green narrative - and how to approach market expansion with confidence.

Session 3 ONLINE

Sales and Marketing Management: Entering new markets and growing sales Market expansion strategies and prioritisation (part 2)

This session focuses on building scalable sales systems that support sustainable growth. You'll explore how to design and refine your sales process, improve conversion at each stage, and embed customer feedback loops to drive product improvement. You'll explore how to approach building connections with corporate partners. We'll also cover how to use analytics to measure success, reduce churn, and increase customer lifetime value.



Session 4 ONLINE

HR and People Management: Scaling the Team

As your business grows, so does the need for strong team structures and effective leadership. This session covers how to design your team for scale, recruit and retain talent to fill your skills gaps. You'll also explore how to implement clear roles, responsibilities, and policies, manage performance, set objectives, and create a culture that supports your business values and long-term goals.

Session 5

IN-PERSON

Embedded learning into Practice: Overcoming Barriers and Challenges

This reflective session gives you space to apply what you've learned so far to real-world business challenges. Using LEGO® Serious Play, you'll visualise common barriers to growth and experiment with creative problem-solving techniques. You'll review your action plan and set personalised, practical goals to help embed your new knowledge into your role and business strategy moving forward.



BREAK WEEK

Session 6

ONLINE

Strategy Management: Leadership and Strategic Alignment (part 1)

In this session you'll explore how as a leader, to craft and communicate a clear, evolving company vision and values while aligning strategic objectives with growth plans. Focusing on translating vision into practical goals, ensuring organisation-wide alignment, and strengthening strategic execution through effective leadership.



Session 7

ONLINE

Strategy Management: Leadership and Strategic Alignment (part 2)

In this session, you'll discover what it means to lead through rapid growth and change. You'll look at how to shift from hands-on operations to strategic leadership, manage uncertainty, and support your team through transition. We'll also address wellbeing - examining burnout, work-life balance, and the personal resilience needed to lead in high-pressure environments.



Session 8 ONLINE

Systems: Tools for Growth

This session focuses on the practical systems that support operational growth and long-term business efficiency. You'll review how to identify and implement the right tools for automating repetitive processes, ensuring consistency and reliability as your team expands. We'll look at how CRM platforms and AI tools can streamline customer management and outreach, and how data analytics can be used to monitor performance and drive continuous improvement. You'll also examine how to manage budgets effectively within your business unit, and how to establish processes that ensure key information is communicated clearly across the organisation.



Session 9 IN-PERSON

Final week: reflections, evaluation, and next steps

In this final session, you'll reflect on your learning journey, revisit your business goals, and explore how to continue applying what you've learned beyond the Skills Bootcamp. You'll hear from a roundtable of guest speakers and funders and create space to share key takeaways with your peers. The programme will then conclude with a networking and celebration event, marking your progress and the next stage of your leadership journey.

What is my Commitment as a Learner?

For our Skills Bootcamp you will be required to:

- ✓ **Attend all live sessions, held in-person or online**
- ✓ **Complete self-study activities between sessions**
- ✓ **Commit to your action plan and set goals for personal development**
- ✓ **Provide mandatory personal and employment data for up to six months following completion of the Skills Bootcamp**

What is my Commitment as an Employer?

Employers are able to utilise this Skills Bootcamp to upskill existing staff and provide development opportunities within their organisation. As an employer you will be expected to:

- ✓ **Release your employee(s) to attend all sessions**
- ✓ **Provide opportunity in the workplace for your employee to develop skills acquired from the Skills Bootcamp**
- ✓ **Attend a short online employer interview to understand the Skills Bootcamp requirements and the employer agreement document**
- ✓ **Pay the 10% programme fee contribution**
- ✓ **Within 6 months of completion, provide one of the following:**
 - A salary increase linked to new skills
 - An interview for a promotion or new responsibilities
 - Additional responsibilities aligned with their new skills
 - Evidence of role enhancement based on Skills Bootcamp learning

Programme Dates and Fees

November 2025-26 Cohort

Session 1	Mon 10 Nov, 09:30-16:30	Frenchay Campus (in-person)
Session 2	Mon 17 Nov, 09:30-16:30	Online
Session 3	Mon 24 Nov, 09:30-16:30	Online
Session 4	Mon 1 Dec, 09:30-16:30	Online
Session 5	Mon 8 Dec, 09:30-16:30	Frenchay Campus (in-person)
Break weeks	Return in Jan 2026	

Session 6	Mon 12 Jan, 09:30-16:30	Online
Session 7	Mon 19 Jan, 09:30-16:30	Online
Session 8	Mon 26 Jan, 09:30-16:30	Online
Session 9	Mon 2 Feb, 09:30-16:30	Frenchay Campus (in-person)

Fees



This Skills Bootcamp is heavily subsidised, with the government covering 90% of the total cost for eligible learners applying through their SME employer. The full course fee is £3,939.90, but SME employers pay just 10% – only £393.99 per learner.

Please note: This Skills Bootcamp is currently open only to applicants sponsored by SME employers. If you're an independent learner or employed by a larger organisation, please contact us on bootcamps@uwe.ac.uk so we can notify you about future availability.

Funding Eligibility

Due to funding restrictions all learners must meet the following criteria:

- Be aged 19+ Live and/or work for an organisation based in Bristol, South Gloucestershire, Bath and North East Somerset or North Somerset (we will consider applicants living close to these boundaries)
- Not currently in full-time or part-time education
- Have the right to live and work in the UK
- Have not registered and attended (including partial completion) any other Skills Bootcamp in the current financial year from any provider
- Have your employer's agreement to attend and achieve the required outcomes



WEST MAYORAL
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AUTHORITY



The Skills Bootcamps Programme is funded and managed by the West of England Mayoral Combined Authority, and delivered by UWE Bristol (The University of the West of England) and Sustainable Ventures.



Apply Now

If you have any questions, please email the team at bootcamps@uwe.ac.uk or call 0117 328 3137